

INSTRUCTIONS FOR BALLOT I

October 30, 1975

Dear Panelist:

One of our clients is interested in learning what cigarette brands you are aware of and how you feel about those brands.

On the attached ballot most of the major cigarette brands are listed. Read the list and cross out the name of each brand you have not heard of.

For the remaining brands check the one column after each brand which best describes how you feel about the brand.

When you have finished, please return your ballot in the enclosed postage paid envelope.

Thanks for your cooperation.

Cordially,

A. F. Cantile

A. F. Cantile
Panel Leader

1000360904

BALLOT 1

Cross out the brands you have not heard of	If my own brand were not available ... (check one for brands not crossed out)		
	I would definitely consider buying this brand.	I would definitely not consider buying this brand.	I would not care enough about this brand to consider buying it.
Salem			
Salem (Premium Length) 100's			
Parliament			
Parliament 100's			
Raleigh Filter			
Slurp Thins			
Vantage			
Marlboro			
Marlboro 100's			
Marlboro Lights			
Carlton			
Chesterfield			
Doral			
Saratoga			
Kool			
Kool (Longs) 100's			
Kool Milds			
True			
Camel			
Camel Filter			
Benson & Hedges 100's			
Benson & Hedges Menthol 100's			
Menthol			
Pall Mall			
Pall Mall 100's			
Old Gold Filter			
Lark			
Winston			
Winston (Super King Size) 100's			
Winston Lights			
Alpine			
Viceroy			
Kent			
Kent (Delux Length) 100's			
More			
Virginia Slims			
Virginia Slims Menthol			
14M			
Newport			
Tareyton			
Tareyton 100's			
Delmar			

What is your regular brand? (specify name) _____

Is it ☐ Menthol or ☐ Non-Menthol
☐ Filter or ☐ Non-Filter
☐ Regular Length or ☐ 100 mm

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